

lower tar,
big taste
smoking more...



You've
got **MERIT**

You can switch down to lower tar and still get satisfying taste.

You can get
satisfying
and something

Ultra Lights—Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights; Kings 5 mg "tar," 0.4 mg nicotine—Kings; 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**